

NEW WILLEYS-KNIGHT CARS ARE TRIUMPH

Perfectly Balanced Chassis and Body Built Around the Famous Knight Motor.

Matching in every beautiful line and mark of luxurious comfort the wonderful motor under its hood, the new Willys-Knight cars, displayed for the first time to the public in this week's automobile show, take rank among the greatest cars America has produced.

Dealers and owners have always wanted a chassis and body that would match the wonderful Willys-Knight motor. John N. Willys, president of the Willys Overland Company, told his engineers, setting the task for them.

And that engineering organization, drawn from the highest class automobile companies in America, began work on the task of matching the Willys-Knight motor with a chassis and body of very distinctive character, and increased comfort and convenience.

The verdict of distributors, dealers, engineers and others who have had an opportunity to examine the car and ride in it is "no better motor car has ever been built."

The chassis duplicates the qualities of the motor—sturdy, powerful, of great endurance.

A consideration of first importance is the Willys-Knight motor, widely advertised as the only engine that actually improves with use. It has been called the motor of perpetual youth. It has no valves to grind, no push rods to adjust, no springs to weaken, no carbon to clean.

The new Willys-Knight motor is said to exceed the performance of any previous model. The car's riding qualities give a new sense of comfort. Its perfect balance, its specially designed carburetor, its lighter weight, are in keeping with these times of economy in fuel and general upkeep economy.

The new Willys-Knight car impresses one upon study as a triumph of engineering. No part is too strong, no part too weak. A perfect balance in chassis has been achieved. The touring car, for example, weighs only 2,900 pounds. It was built to compete with cars much higher in price.

In body lines there has been a decided departure. Hood lines have been changed to a pentagonal design throughout the rest of the body a new but impressively beautiful straight line design is followed. Lamps, radiator hood and the low hung body form units in this harmony. The crowned fenders are in keeping with the low, racy appearance of the car.

In interior refinements the European tilt of the deep cushioned seats is a decided feature. Soft, long grain leather has been used throughout. The doors are extra wide and the tailored top adds distinction. Unusual leg room is provided at front and rear. Fenders, hood and the entire chassis have been coated in durable baked enamel, ably protecting the metal. Exceptionally long, flexible semi-elliptic springs are used, the rear springs being under-drum, giving the low hung body effect.

Large compartments have been provided under both seats to provide ample storage space. On both sides, under the cowl, convenient pockets have been built.

The slanting, ventilating windshield affords a protection from every condition of the weather while giving a clear, unobstructed view ahead. Side curtains on the touring models can be quickly put up from the inside, and they open with the doors. The toe board in the

tonneau, when raised, may be used as a temporary auxiliary seat.

In addition to the models displayed at the show a complete line of new Willys-Knight models is shown at the retail salesroom of the company, Broadway and Fifth street. Every one is welcome to make a more extended study of the cars there.

BODY DEVELOPMENT FOR MORE COMFORT

Various Types Give Passengers Greater Protection From Weather Changes.

"To one who has attended the great national automobile shows year after year," says R. J. Schmunk, general sales manager of the Peerless Motor Car Company, "it is intensely interesting to note the development of the various types of motor car bodies."

"In the very early days, say twenty years ago, motor car driving was something of a sporting proposition and he who sought protection from the weather while motoring was considered more or less of a mollycoddle. As the real value of the motor car became apparent the sporting features began to disappear and greater comfort was sought. Now, today the car that doesn't provide convenience, protection and above all great comfort falls short of what the public expects from it."

"If you will analyze closely you will see that there are practically only four distinctive body types. There is the touring car, or large capacity open type, usually seating seven passengers. Except as to modified body lines this car is practically as it was built in the beginning. Then we have the smaller capacity open car, as exemplified in the new Peerless four-door, four-seater. In the early days we called this type of car a close-coupled or pony tonneau."

"In the enclosed types we have the small capacity car, or the coupe, and the seven seater or the sedan. The fifth type, the enclosed drive, enclosed car, now known as the sedan-limousine or the vestibuled sedan, is nothing more nor less than the Berlin of the early days with the single exception that the body is now built as a unit, whereas in the Berlin type the driver's compartment and passengers' compartment were designed to appear as separate units."

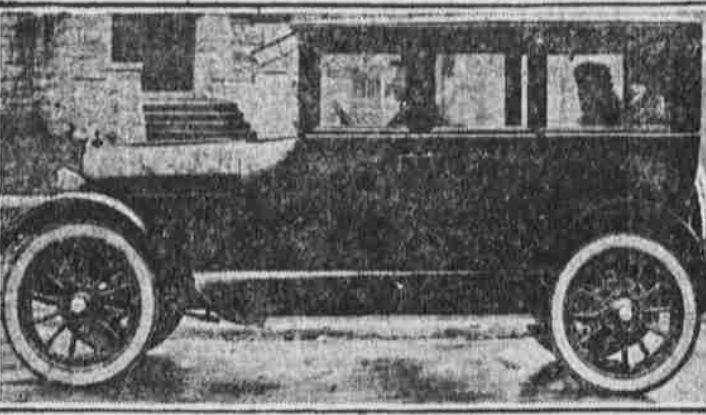
"Permanent top touring cars are beginning to come into vogue, but even here we have nothing new. Years and years ago we built a very similar type and called it a demi-limousine, so you see there is really nothing new even in motor cars. Certainly we have advanced greatly in point of design, beauty and convenience, but fundamental requirements for large capacity and small capacity cars are practically as we found them when we began the industry, years and years ago."

"The demand for the enclosed car is growing by leaps and bounds. Practically half of the Peerless output is now produced in the enclosed types. Clever designing and skillful workmanship have enabled the Peerless Motor Car Company to produce enclosed cars that are only a little heavier than the open types, and they are even more comfortable and luxurious than the limousine of the early days, which more closely followed the practice of the horse drawn coach."

DORT SITE HISTORIC.

The site of the executive offices of the Dort Motor Car Company in Flint, Mich., was the original site upon which Henry Smith, the founder of the city, erected his first trading post in that part of the country. Years later J. D. Dort, now president of the Dort Motor Car Company, and William C. Durant, now president of General Motors, formed a carline company from which in later years the big storeroom of Flint developed.

Is It Any Wonder Women Like the Elgin?



The Elgin Six Sedan expresses a very modern and popular version of correct design and skilful carriage work, and is most sensibly adapted to the practical and year around requirements of family use. Its lithe spring suspension provides exceptional cradling comfort. Its moderate initial cost and low maintenance emphasize the reason for its popularity among medium priced car buyers. Its distinctive appearance is probably most responsible for its influencing the choice of many who might have afforded a much higher priced enclosed vehicle.

Helps His Buyers.



HARRY J. DE BEAR.

Harry J. De Bear, manager of the Metropolitan Maxwell-Chalmers New York branch, has originated a new plan of automobile retailing service for the thousands of men and women who visit the big exposition in the Grand Central Palace.

This is the "closer study" exposition—carried out in the Maxwell-Chalmers salesrooms at Broadway and Fifty-ninth street and in the Bronx branch at 175th street and the Grand Concourse.

The "closer study" is in the nature of a retreat for the intending car buyer who finds it difficult to arrive at definite determination in the crowds at the show or who finds it trying to acquire the precise and exhaustive data he may wish to possess before he definitely chooses some one make of car.

In the quieter atmosphere of the branch salesrooms the intending buyer who finds his interest whetted at the Palace displays, but his quest for full information unanswered because of the crowds, has ample opportunity for a minute scrutiny of any model his interest centres on. Men in attendance are prepared to give any asked information, however technical it may be. The quiet of the branch is purposely made restful and helpful.

CALAMITY HOWLERS FOILED.

President of Mitchell Company Hares Fine Business Gains.

"The present industrial situation is peculiar in that while in the past periods of depression generally have come suddenly and as the result of unseen or unappreciated forces, we are now confronted by many conditions which the preachers of disaster would have us believe will lead us to national calamity, and yet there seems to be no tendency toward undue retrenchment to weather the threatened storm," is the statement of D. C. Durland, president of the Mitchell Motors Company, Inc., Racine, Wis.

"While all manufacturers are meeting with some difficulty as a result of the somewhat disturbed social conditions now present, the dire predictions so constantly held before us as threats against the future do not seem to be borne out by any great extent by present facts. We are asked to believe that the country is about to be turned over to Sovietism and descend into the chaos of anarchy ridden, Bolshevik Russia. But a review of the present industrial situation reveals that that time is not here now and cannot arrive for a long time to come."

"One of the reasons for our not succumbing to the threatened calamity is the apparent tendency of the American business man to be up and doing rather than down and worrying."

"In the automobile business there appears to be no falling off in the unprecedented demand which characterized the year just past. Reports from the field indicate that in spite of all increases in production the supply will not be great enough this year. This certainly bespeaks a healthy condition in the country generally."

STYLE AND POWER IN COLE AERO-8

Range of Performance Broadened and Operating Costs Cut.

In producing the Cole Aero-Eight, which admittedly is one of the most marked examples of advancement in motor car manufacture, the engineers and body designers obviously strove to outdo one another.

As a result the Cole Motor Car Company is enabled to offer the discriminating public a car which combines style seasons ahead of contemporaries, with power, speed, riding comfort and economy so far unsurpassed.

In perfecting the motor of the Aero-Eight, Cole engineers sought to secure a wider range of performance at a lower cost of operation. That they attained this purpose has been actually demonstrated by the thousands in operation throughout the world.

The Aero-Eight motor occupies a prominent place among the V type multiple cylinder engines. It has a bore of three and one-half inches and a stroke of four and one-half inches.

The Aero-Eight power plant has a piston displacement of 34.4 cubic inches. Its "L" heads are removable, affording quick, easy access to the valves and combustion chambers. The cylinder blocks and crankshaft are cast in two vertically divided sections.

The Society of Automotive Engineers gives this motor a rating of 33.2 horsepower, but this does not begin to measure the actual horse power delivered at the wheels. In tests of long duration in the dynamometer laboratories the Aero-Eight motor has consistently developed more than 40 horsepower.

This overabundance of energy, together with the flexibility afforded by eight cylinder construction and the counter balancing of the crankshaft eliminates vibration, gives the Aero-Eight a speed range on high gear of from less than two to more than seventy miles an hour.

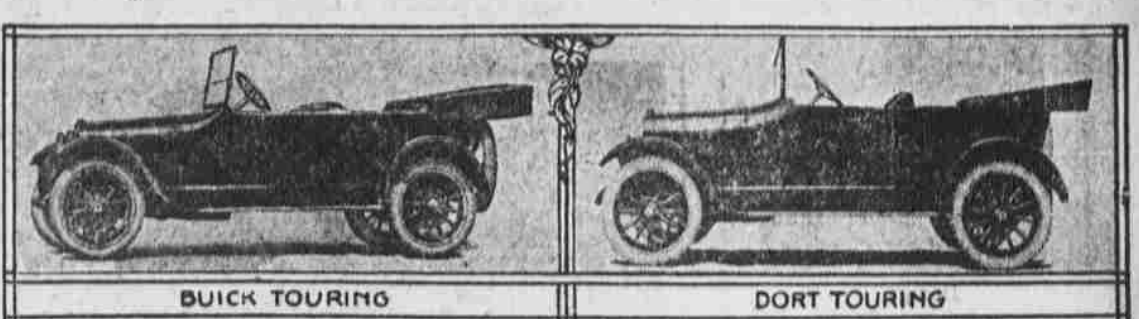
An exhaust heated intake manifold, known as the Hotspot manifold, contributes to the further efficiency of the Aero-Eight motor. This serves to maintain a uniform temperature under variable conditions and results in an accurate vaporization of gases. No matter how low the test of gasoline or how cold or rare the temperature the Hotspot manifold insures constant, carbonless carburation.

The starting, lighting and ignition systems are the Delco single unit type; the carburetor is of a special design.

The fuel system comprises a vacuum feed with a triple capacity vacuum tank on the dash under the hood. This is designed specially for excessive speeds and long grades.

Lubrication is by force feed. The fuel pump is readily accessible from the outside of the motor and is driven by the crankshaft.

The radiator is of exclusive Cole design with level front and a detachable cellular core.



SEES CONTINUING DEMAND.

Nash Officer Finds Buying Power Undiminished.

Indications point to a continuance of over demand for passenger automobiles during 1923, according to Charles B. Voorhis, general sales manager of the Nash Motors Company. Mr. Voorhis' view of the situation is based upon close observation and first hand information gathered by him in various sections of the country during the past few months.

"The demand for passenger cars during the season just closed was almost without parallel in the history of the automotive industry," said Mr. Voorhis, "and while I believe there will be some relief in the situation this year I do not think it will be possible for the manufacturers to catch up fully with the demand."

"A glance at figures showing State registrations of automobiles for the first six months period of 1919 discloses some interesting information. The total registration, including passenger cars and trucks, is 6,353,253, a gain of 407,791, or 6.86 per cent. for the period. And up to that time automobile manufacturers had not been able to get back to anything like normal production."

"The figures indicate also that the Southern States lead in the increases, but this is due in large measure to the fact that the South absorbs a large part of winter shipments owing to their early season, so that shipments during the last six months period, no doubt, equalize this situation to a large extent. In this connection, the South is becoming more and more a potential market for automobiles. It has made unprecedented strides in all branches of industry during the past few years, and as an indication of its attitude regarding the automobile it is making rapid advancement in good roads work."

"It is of course rather difficult to forecast motor car production at a time like the present. There are many elements that enter into production, which are dependent upon the other for the working out of a general plan of operation."

BRISCOE POLICY JUSTIFIED.

Pioneer Light Wear Car Sees Rivals Following It.

"All the clamor about light weight," says Frederick Cowin, president of the Briscoe Motor Corporation, "as though it were a new discovery during the present season, causes a great deal of amusement to those of us who have watched the development of the Briscoe."

"If there is one basic idea that may be said to have been responsible for the inception of the Briscoe more than any other it was that every pound of surplus weight meant a definite shortening of tire life and an added load on the motor, which inevitably increased the gasoline mileage."

"In those days the tendency was to a large extent the other way. Many manufacturers, in fact, boasted of the weight and solidity of their cars as though the two things necessarily went together and as though weight were a factor of value and worthy of praise."

And every one remembers the "gas eaters" that were produced as a result. "Briscoe engineers saw in this condition an opportunity to produce a new type of car which would retain the maximum of sturdiness and yet would not be glued to the ground by an excess of useless weight. They may be said to have introduced the thoroughbred type of car as distinguished from the draft horse."

The 1920 Briscoe, as a matter of course, is merely the logical development of the policy of building light weight, racy cars, which we have always followed. The only difference is that instead of being alone in the field we seem to be at the head of a procession."

NEW YORKERS LIKE DORT.

Branch Manager Can Easily Sell All He Gets.

By F. L. SANFORD.
(Manager New York Branch, Dort Motor Car Company.)

When the Dort Motor Car Company appointed me to look after its interests in New York territory the first question naturally asked of me was: "How many Dorts will the district take?"

"My reply was: 'As many as you can sell it.'"

In this I was absolutely sincere, and nothing has happened since to change my opinion. I know the Dort car and what it will do, and I know the New York public and what it will take.

New Yorkers are admittedly keen and discriminating buyers. They have first choice of the best market affords—in motor cars as well as in other commodities. This is so because producers recognize everywhere the advertising value of a New York reputation.

As Dort Doing, our factory magazine, has said, "The bell-wethers of the world all visit New York."

All a car needs to be accepted in New York is merit. Just as "putting anything over" on our people is difficult, so it is difficult to keep them off the path leading to anything worth looking over.

The new Broadway show rooms of the Dort have been steadily patronized ever since our opening in August. Owing to the freight car situation, as relating to certain other sections, we have been able to get cars considerable in excess of our allotment. And it has been no trouble whatever to dispose of them.

Our own experience, together with many business straws that indicate the way of the wind prophesy a great automobile year.

NEW CADILLAC REFINEMENTS.

Come as Climax to 80,000 Cars of Same Type.

A new model, the Type 53, is presented by the Cadillac Motor Car Company for the coming season. With this car, the Cadillac company completes its sixth year of eight cylinder production with more than 80,000 eight cylinder cars on the road.

The new model shows a continuation of substantial Cadillac constructive features.

The ten standard body styles include seven enclosed and three open models. New body lines are most evident in the familiar touring model. This year's car has been lengthened and placed on a 132 inch wheelbase, eliminating body overhang at the rear and providing a roomy rear compartment, as well as excellent road qualities.

There are two other standard open models besides the touring car, a phaeton, the Cadillac four passenger model and a two passenger roadster. Both have the low lines and modeling of semi-sport cars without departing from substantial Cadillac characteristics.

Besides the three open cars, there are seven standard enclosed models being built this year. In addition to the well known four passenger Victoria model, there will be a similar two passenger coupe on the same lines.

A four passenger Sedan on the 125 inch wheelbase and a seven passenger Suburban on the 132 inch wheelbase are continued from last year.

Three limousines will be built this year. Besides the standard model, there is a Town Brougham on custom built lines without the roof over the driver's seat, and an inside drive Imperial Limousine. The partition between the riding and driving compartments in the latter may be partly lowered should the owner wish to drive.

A World-Wide Good Name

This business has not grown just because the automobile business has grown.

It has grown because there has grown up in America, and all over the world, a demand for the kind of a motor car Dodge Brothers build.

It has grown because the users of these cars have given Dodge Brothers a good name as careful, conscientious manufacturers.

The result is that wherever these two words—Dodge Brothers—are seen, they stand as a symbol of exceptional motor car value.

Even when they appear, all alone, on a window, or a wall, or a bulletin board, they instantly mean something special and significant to the passer-by.

They call up a picture of a particular kind of a motor car.

Or, to be exact, a particular kind of motor car workmanship, which people have come to associate with the name Dodge Brothers.

The two words—Dodge Brothers—are an advertisement in themselves, not merely in America, but the wide world over.

The first thought that follows, wherever they are seen, is the thought of a car that is reliable.

The name has come to suggest integrity—integrity in the car, and integrity in the manufacturing and business methods of the men who build it.

Such a good name is, of course, almost priceless in value.

Dodge Brothers are keenly alive to that fact.

They realize that the permanence of their business rests upon the continuance of that good name.

They realize that such a name is a perpetual promise to the people, which must be perpetually fulfilled by a finer and finer product.

As long as the name is attached to their motor car, Dodge Brothers may be depended upon to safeguard and protect it.

As long as they build motor cars they will be the best motor cars Dodge Brothers can build.

COLT-STRATTON COMPANY

1847 Broadway

Newark

BONNELL MOTOR COMPANY
39-47 Sussex Street

Brooklyn

BISHOP, MCCORMICK & BISHOP, INC.
18 Halsey Street

SPACE A-20 GRAND CENTRAL PALACE

SPACE L-3 EIGHTH COAST ARTILLERY

Maibohm

Smooth As An Electric Lift—

Maibohm takes the stiffest grade easily in response to a light touch of the accelerator. A steady, sweeping rush of power is the answer of the six-cylinder, valve-in-head engine to the slightest wish of the owner. It is no effort to drive the Maibohm. No owner of one of these elegant cars will feel anything but elation when comparing the coach work with even the most luxuriously expensive vehicles.

ALLEN-WARING AUTO CORPORATION
1750 Broadway Tel. Circle 3107-3108

MAIBOHM

Sandusky

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